



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

09/742,527

12/21/2000

John P. Blasko

T721-14

6850

27832

7590

05/09/2006

TECHNOLOGY, PATENTS AND LICENSING, INC./PRIME
2003 SOUTH EASTON RD
SUITE 208
DOYLESTOWN, PA 18901

EXAMINER

RETTA, YEHDEGA

ART UNIT

PAPER NUMBER

3622

DATE MAILED: 05/09/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/742,527

Applicant(s)

BLASKO ET AL.

Examiner

Yehdega Retta

Art Unit

3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 23 February 2006.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-21 and 42-84 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-21 and 42-84 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date <u>2/23/06</u> . | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

This office action is in response to amendment filed February 23, 2006. Claims 2, 6, 8-10, 12, 18, 50, 51, 56 and 57 have been amended and claims 22-41 have been canceled. Claims 64-84 have been added. Claims 1-21 and 42-84 are currently pending.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraphs (1), (2), and (4) of section 371(c) of this title before the invention thereof by the applicant for patent.

The changes made to 35 U.S.C. 102(e) by the American Inventors Protection Act of 1999 (AIPA) and the Intellectual Property and High Technology Technical Amendments Act of 2002 do not apply when the reference is a U.S. patent resulting directly or indirectly from an international application filed before November 29, 2000. Therefore, the prior art date of the reference is determined under 35 U.S.C. 102(e) prior to the amendment by the AIPA (pre-AIPA 35 U.S.C. 102(e)).

Claims 1-4, 6, 7, 8-13, 16-25, 27-33, 36-43, 46-63, 64-67, 69-76 and 79-84, are rejected under 35 U.S.C. 102(e) as being anticipated by Hendricks et al. (US 6,463,585).

Regarding claims 1, 22, 42, 64 and 84, Hendricks teaches correlating available addressable units of a communication network with avails (advertising opportunities) (see fig. 4, col. 4 line 54 to col. 5 lines 51). Hendricks teaches purchase of an avail on results of correlation

Art Unit: 3622

(see col. 36 line 57 to col. 37 line 12). Hendricks teaches selecting a set of advertisements used in the chosen grouping by the advertisers and the frequency of display based on number of requests and cost paid by the respective advertisers to have the commercial displayed (see col. 71 lines 3-49). Hendricks also teaches algorithm supporting different rates charged to different advertisers and taking into account the advertiser's budget and defining unique target categories and groups for an advertiser etc., which indicates that Hendricks generates a price for the avail based on result of the correlation since advertisers are being charged for the commercial displayed.

Regarding claims 2, 23, 43 and 65, Hendricks teaches storing addressable unit data comprising information concerning characteristics of individuals associated with the addressable units (see col. 26 line 42 to col. 27 line 38 col. 42 line 65 to col. 43 lines 5, col. 48 line 23-31); receiving segment characteristics of a market segments from a user (see col. 30 line 54 to col. 31 line 55); correlating the received segment with the stored addressable unit data and automatically identifying the available addressable units to be correlated with the avail (see col. 21 lines 19-44, col. 68 line 48-60; col. 70 line 40 to col.71 line 45).

Regarding claims 3, 4, 24, 25, 46-49, 66 and 67, Hendricks teaches storing geo-demographic data and correlating geographic area with addressable unit data to identify the available units (see col. 4 line 54 to col. 5 line 50, col. 26 lines 42-67, col. 29 lines 6-60, Table D).

Regarding claims 6, 7, 18, 27-29, 38, 50-53, 69, 70 and 81, Hendricks teaches storing viewership data identifying types of materials that viewers associated with the units and correlating the data with available units and identifying at least one avail associated with the list

Art Unit: 3622

of materials (see col. 20 lines 4-35, col. 47 lines 33-60, col. 66 line 16 to col. 67 lines 4, col. 68 line 48-55, col. 70 line 40 to col. 41 line 49).

Regarding claims 8-13, 30-33, 54-58 and 71-76, Hendricks teaches selecting a set of advertisements used in the chosen grouping by the advertisers and the frequency of display based on number of requests and cost paid by the respective advertisers to have the commercial displayed (see col. 71 lines 3-49). Hendricks also teaches the algorithm supporting different rates charged to different advertisers and taking into account the advertiser's budget and defining unique target categories and groups for an advertiser etc., wherein the parameters include at least one of a size of addressable units and a number of avails (see col. 37 lines 1-10, col. 71 lines 10-49).

Regarding claims 16, 36 and 79, Hendricks teaches receiving payment information from a user for purchasing the at least one avail and processing the payment (see col. 71 lines 10-49).

Regarding claims 17, 19-21, 37, 39-41, 59-63, 80, 82 and 83, Hendricks teaches communication network as television service network or Internet and the units as set top boxes or nodes (see 9 lines 47-58, col. 64 line 55 to col. 65 line 14).

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 5, 14, 15, 26, 34, 35, 44, 45, 68, 77 and 78, are rejected under 35 U.S.C. 103(a) as being unpatentable over Hendricks further in view of Hunter (US 6,424,998).

Art Unit: 3622

Regarding claims 14, 15, 34, 35, 45, 77 and 78, Hendricks is silent in regard to displaying the generated proposed price and a display device and the proposed price is overlaid on a display of available addressable units. Hunter teaches providing a customer interface (input device) for customer to see what time slot is available and for scheduling and purchasing the desired advertising time slot (see col. 4 lines 1-28 and col. 5 lines 1-51 and col. 8 lines 44-67). It would have been obvious to one of ordinary skill in the art at the time of the invention to include a display and input means, as in Hunter, in Hendricks advertisement system to provide customers with direct access to schedule and purchase time from available slots according to their preferences, as taught by Hunter (see col. 8 lines 44-67).

Regarding claim 5, 26, 44, and 68, Hendricks teaches use of graphical tools for analysis of data through the use of multiple graphic types such as line graphs, bar and charts, and teaches advertisers selecting subscriber based on demographic profile (see col. 30 line 65 to col. 31 line 6, col. 68 lines 48-55, col. 70 lines 31-67). It is will know in the art of geographic information system to provide geographic or location data in a form of a map. It would have been obvious to one of ordinary skill in the art at the time of the invention to provide the geographic data in the using a map since a map provides an easy and user-friendly view of geographic location.

Response to Arguments

Applicant's arguments filed February 23, 2006 have been fully considered but they are not persuasive.

Applicant argues although Hendricks takes advertiser preference into consideration when billing up advertisement avail slots, Hendricks' system does not give advertisers the option of selecting particular ad slots. Applicant alleges that only after the advertisements have been

Art Unit: 3622

scheduled and displayed is the billing cost to the advertiser calculated and cites col.71 lines 42-49 for reference. Applicant also argues that Hendricks does not disclose correlating available addressable units of the communication network with avail inventory data. Examiner disagrees. Hendricks teaches storing addressable unit data comprising information concerning characteristics of individuals associated with the addressable units (see col. 26 line 42 to col. 27 line 38 col. 42 line 65 to col. 43 lines 5, col. 48 line 23-31); receiving segment characteristics of a market segments from a user (see col. 30 line 54 to col. 31 line 55); correlating the received segment with the stored addressable unit data and automatically identifying the available addressable units to be correlated with the avail (advertisement spots) (see col. 21 lines 19-44, col. 68 line 48-60; col. 70 line 40 to col.71 line 45). Hendricks teaches the targeting advertising uses targeting categories and independent groups within each target category to tie three entities together; (1) set top terminals, (2) advertisement and (3) programs. Hendricks teaches the category based on numerous factors, one method to assign the set top terminals to groups is to use the zip code or to tie each terminal to groups within the targeting category. Programs tied to the groups using viewership data (see col. 35 lines 1-67). Hendricks also teaches using the information above the spot placement engine determines how many feeder channels are assigned to which program (advertisement spots) and which targeting category is used for which program, which advertisement air on which feeder channel/program channels and which groups are assigned to which feeder. Further Hendricks teach the algorithm spreads the available feeder channels among several programs and the algorithm can also be modified to support different rates charged to different advertisers and take into account ensuring advertiser's budget is not exceeded, defining unique target categories and groups for an advertiser (presumes the advertiser

Art Unit: 3622

can apply the population of set top terminals to their group definitions), etc. Contrary to applicant's argument Hendricks teaches correlating available addressable units (set top terminals) with avail inventory data (advertisement spots available) and generating a proposed price (rate charged to different advertisers) for the advertisement spot (see col. 35 line 1 to col. 36 line 67).

Applicant's arguments, with respect to Double Patenting and "112" rejection, have been fully considered and are persuasive. The rejection of Double patenting and "112" has been withdrawn.

Conclusion

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Yehdega Retta whose telephone number is (571) 272-6723. The examiner can normally be reached on 8-4:30.

Yehuda Rotten
RETAINED BY AGA
PRIMARY EXAMINER

YR